



# College of Communications



## GRADUATE NEWSLETTER

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### NOTE FROM THE DIRECTOR OF GRADUATE STUDIES

March 15, 1989

Roy L. Moore

No. 4

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Believe it or not, the academic year will be ending soon, and we will all be going our separate ways. To those of you who will be graduating, please accept my congratulations. To those who will be enjoying the summer by basking in the sun or travelling in this country or abroad, have fun and don't forget to return in the fall.

I hope everyone has a nice and productive summer and look forward to seeing you when you come back. In the meantime, don't hesitate to visit or call me if I can assist you in any way.

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#### IMPORTANT ANNOUNCEMENTS

M.A. student, Karla Schweitzer, has won a \$100.00 prize from the Broadcast Education Association for placing first in the BEA Research Committee Student paper competition! This is a real accomplishment since Karla won amid strong competition, thanks to a record number of submissions. (Thirteen student papers were submitted). Karla will present her paper, "The Impact of Television Viewing Behavior on the Psychological Well-Being of the Elderly," at BEA's annual convention in Las Vegas in late April. Congratulations Karla!

Ph.D. student, Philip Auter, has accepted a part-time research assistantship, for Spring and full-time for Summer with Walter Skiba in the Department of Human Resource Services. He's editing university proposals, helping with a newsletter and developing tests for certain university positions. Good work, Phil! Phil recently presented a paper entitled, "A Content Analysis of the Fashion Channel and Quality Value Convenience Networks as a Low Interaction and High Interaction Teleshopping Experience" to the SCA Endorsed Doctoral Honors Seminar at the University of Georgia, March 16-19, 1989. Congratulations Phil!

#### RECENT PUBLICATIONS

"The constructivist approach to communication research: An historical overview." Article accepted for publication, International Journal of Personal Construct Psychology, Howard E. Sypher and Nancy E. Grant, 1989.

"Physiological measurement in communication research." Paper accepted for presentation, Southern States Communication Association. Lewis Donohew and Nancy E. Grant, 1989.

"Perspectives on messagebehavior." Paper accepted for presentation, Southern States Communication Association. John W. Haas and Nancy E. Grant, 1989.

"Sensation seeking and targeting of televised anti-drug psa's." Panel presentation, International Communication Association. Lewis Donohew, Philip Palmgreen, Elizabeth Lorch, David Helm, Mary Rogus, and Nancy E. Grant, 1989.

"Perceived dimensions in regulative messages." Paper submitted to the Speech Communication Association. Kelly Coyle, Nancy E. Grant, and James L. Applegate, 1989.

## FELLOWSHIPS AND INTERNSHIPS

The National Cancer Institute (NCI)--part of the prestigious National Institutes of Health in Bethesda, Maryland-- has several paid six-month internships in health communications. These internships are open to graduate students interested in and studying science writing, health communications, technical writing and editing, health education, library science, or audiovisual and publication production. Interns receive a stipend of approximately \$9,000 for the six-month term. Social security and income tax are not deducted from the stipend, but it is subject to federal, state, and local taxes.

The internships, located in NCI's Office of Cancer Communications and International Cancer Information Center run either from January through June, or from July through December each year. The deadlines for application are October 31 for the January-June term and April 30 for the July-December term.

Additional information, qualifications, and instructions for applying are available from the Director of Graduate Studies. Last year one of our Ph.D. students applied for one of these awards and received a very nice offer from NCI. If you are interested in this opportunity, be sure to apply!

The Voice of American International Broadcast Training Center is offering Summer Fellowships during June 5 - July 14, 1989. Deadline for applying is March 24.

The purpose of the program is to train broadcast professionals from developing countries currently studying at the graduate level at American universities. To qualify for this program you must:

1. Complete an application and return it to VOA by March 24. (See the Director of Graduate Studies for a copy).
2. Be nominated for the program by a letter from your dean or department chairman.
3. Be a citizen of a developing country who will be returning home upon completion of your graduate program in the U.S.
4. Be currently enrolled in a graduate level program in broadcast journalism or mass communications at an accredited American university.
5. Have knowledge of, talent for, experience or serious interest in broadcast journalism and developmental communication.
6. Be willing to participate in all aspects of the program.

## COLLOQUIA AND CONFERENCES

The 1989 AEJMC Southeast Colloquium of the Association for Education in Journalism and Mass Communication (AEJMC) History, Law and Newspaper divisions will be April 14-16, in beautiful Chapel Hill. The host University of North Carolina School of Journalism has incorporated a tempting mixture of work and play into this year's program. Strong speakers, quality papers, teaching tips, computer lab advice, blooming dogwood and Chapel Hill in all its springtime glory should make this year's colloquium one of the best ever. Registration forms and more details are available from the Director of Graduate Studies.

The 1989 AEJMC Communication Theory and Methodology Division Mini-Conference will be May 5-6, 1989 at The University of Georgia Athens, GA

The Henry W. Grady College of Journalism and Mass Communication will host the 1989 southern regional CT&M mini-conference. Graduate Students and faculty members are invited to present papers, describe works in progress, raise theoretical questions, or discuss research problems. If you plan to attend, or if you'd like more information, see the Director of Graduate Studies.

The American Journalism Historians Association Annual Meeting will be October 5-7, 1989, in Atlanta, GA.

The AJHA invites paper entries, panel proposals, and abstracts of work in progress having to do with any facet of media history. Deadline is May 1. See the Director of Graduate Studies for more information.

On April 7 and 8 there will be a regional meeting of Mass Communications researchers at Ohio State University. Anyone in surrounding states interested in mass communication research is invited.

The meeting is roughly associated with the Theory and Methodology Division of the Association for Education in Journalism and Mass Communications. The orientation is toward students and informality.

The session will begin with a pot luck dinner sponsored by the faculties of the School of Journalism and the Department of Communication on Friday night. We'll schedule research presentations for all day on Saturday. On Saturday night there will be another social gathering to reflect on our accomplishments.

Presentations can be by students, faculty, or by faculty and students. Everybody interested will get his/her time center stage.

Please let the Director of Graduate Studies know as soon as possible if you would like to attend.

The Silha Center for the Study of Media Ethics and Law, at the University of Minnesota, the Media Management and Economics Resource Center, the Minnesota Journalism Center, and the Mass Communications and Society Division of the Association for Education in Journalism and Mass Communication are sponsoring an "Ethics in Management" Seminar, March 31-April 1, 1989, at the Radisson University Hotel. See the Director of Graduate Studies for more information.

#### JOB OPPORTUNITIES

Berry College, Mount Berry, Georgia, has an opening for a DIRECTOR OF STUDENT PUBLICATIONS AND LECTURER IN JOURNALISM, beginning August 20, 1989 to supervise and manage day-to-day activities of award-winning newspaper, yearbook and quarterly literary magazine and to teach introductory courses in news writing, editing, specialty reporting, mass communication survey and communication theory.

Qualifications include an M.A. and professional experience. Applicant should have demonstrated ability to relate effectively with students, faculty and administration within a teaching and supervisory environment and have a strong commitment to liberal arts education. Deadline is April 1.

Miami-Dade Community College (M-DCC), a state-supported two-year institution with four major campuses and another scheduled for operation in 1989, is accepting resumes for its Minority Vita Bank. Miami-Dade, located in one of the nation's most exciting and fastest growing cities, has a multi-

ethnic staff and student body with over 900 full-time and 1,100 part-time faculty who serve over 65,000 credit students. The college has earned a national reputation for commitment to teaching and learning, and is one of the few community colleges in the country to offer 26 teaching chairs to reward teaching excellence. See the Director of Graduate Studies for details.

#### OTHER OPPORTUNITIES

The University of South Alabama has initiated a Master of Arts Degree in Communication. The emphasis of the program will be in corporate and public communication. This focus will be of special interest to students who are headed for careers in corporate communication, public relations, marketing, training and development, advertising, and communication research. The program will also provide a strong background for those who wish to enter a doctoral program. See the Director of Graduate Studies for a brochure.

The Department of Journalism and Radio-Television at Murray State University offers a Master of Arts in communications and a Master of Science in communications. The basic objectives of the department are: (1) to prepare graduate students for teaching journalism at the high school and college levels; (2) to train graduate students for professional positions in news, advertising, broadcasting, public relations, and research, and (3) to pave the way for study at the doctoral level. More information may be obtained from the Director of Graduate Studies.

UK's Center for Developmental Change is accepting applications for two graduate assistantships. The half-time positions will begin on September 1, 1989 and continue through May 31, 1990. Responsibilities include direct involvement with all the functions of the Center: the initiation and coordination of interdisciplinary research and program efforts, the writing and editing of research proposals, participation in faculty research projects on developmental change, and participation in the activities of the Survey Research Center, a unit of the Center for Developmental Change. The Center's substantive emphasis is in the social sciences (broadly defined) and applicants should be from compatible disciplines. Preference will be given to advanced graduate students or those with previous research experience. The stipend is \$6075 for nine months. In addition, assistants are awarded a tuition scholarship. Deadline for application is March 24, 1989.

Application forms may be obtained from Ms. Sue Noel, 365 Patterson Office Tower or duplicates of applications for departmental assistantships may be Applications should be addressed to Dr. James G. Houglund, Acting Director, Center for Developmental Change, 365 Patterson Office Tower, University of Kentucky, Lexington, KY 40506-0027.

## COURSE ANNOUNCEMENT :

### CJT 615 INFORMATION SYSTEMS DESIGN

1989 8-Week Summer Session: M & W 6:30 - 9:00 EJC 224  
Dr. Steven R. Levitt 215 Grehan Bldg. 257-4240

The explosion of available information and telecommunications systems has provided a rapidly expanding set of opportunities for business--particularly in communications--and has radically altered their operations. This course is primarily designed for graduate students interested in telecommunications technology applications for business. Students from such disciplines as Organizational Communication, Business, Management, Marketing, Decision Science & Information Systems, and Education are especially encouraged to enroll.

I wish to stress that this is not a highly technical course as might be found in electrical engineering. I will present an overview of a wide range of communications technologies, examining their capabilities and limitations. This is necessary in order to fully understand appropriate applications of technologies to meet management and user needs.

The main focus of the course will be on effective networking of technological integrations to accomplish internal and external corporate telecommunications. We will consider the design of voice, data, and video telecommunications and office automation systems. Fundamental prerequisites to system design include a thorough needs assessment of the organization and an in-depth budgetary analysis. Critical succeeding steps include effective implementation strategies, monitoring, and evaluation/modification procedures. At a recent emerging office systems symposium at Stanford, success of these systems was viewed to be determined by how well human and organizational factors are taken into account during design and implementation. For information systems to be effective, a good match between the social system and the technical system must be found. That is our objective.

The latter part of the semester will become more seminar-like, as class members report on experiences applying their acquired "expertise" in hypothetical, or preferably, real client contexts.

